

## Extensibility Framework

The ParAccel Extensibility Framework provides open access to easily bring in data from many different sources, leverage external analytics, and quickly assimilate new functionality critical to handling different kinds of analytic workloads.

### Top Benefits

- ▶ **Iterate quickly through the analytic process:** Get quicker answers to sophisticated business questions.
- ▶ **Speed the delivery of new analytic applications:** Leverage third-party analytics and new data sources.
- ▶ **Spread the reach of analytics across the enterprise:** Experience the power of a unified analytic platform.

### Extending Analytic Reach and Impact

ParAccel Analytic Platform opens its core database to new data sources and advanced functions to deliver a true enterprise analytic experience. The ParAccel Extensibility Framework provides open access to easily bring in data from many different sources, leverage external analytics, and quickly assimilate new functionality critical to handling different kinds of analytic workloads. Our approach to extensibility supports the iterative process of analytics, the rapid delivery of new analytic applications, and the extension of analytics across organizations and beyond.

### Extensibility Drives Enterprise Analytics

As an analyst, you tend to use an iterative process to discover hidden treasures of information and uncover the buried landmines of risk. We know what it's like to bring in new data, try new analytic functions, and repeat this over and over again until you find the right data and the right function. Quick access to data and easy assimilation of new algorithms can turn months of discovery into days. This kind of speed and agility creates a more collaborative analytic environment across the entire enterprise.

ParAccel Extensibility Framework takes an already impressive analytic database and turns it into a platform. Analysts get inline access to structured, semi-structured and unstructured data, as well as, leveraging analytic results performed by products like Hadoop. The framework also provides instant access to a library of 502 analytic functions. Companies can rapidly deploy new analytic applications. Analytics spread across the entire enterprise and beyond to customers and partners.

# Extensibility Framework

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## Overview

The ParAccel Extensibility Framework opens the core ParAccel database to new data and analytic sources through our **On Demand Integration** modules. In addition, it provides access to libraries of advanced functions as part of our **Integrated Analytics** module. Our philosophy of deep integration drives high performance and ease of use.

For example, certain advanced functions like linear regression, clustering, and decision tree algorithms are usually executed outside the database. This traditional approach is often bottlenecked by available network bandwidth or relational database limitations, forcing companies to use sample data or impede analysts with lengthy delays. ParAccel Integrated Analytics brings these functions natively into the database, unleashing high performance speed and returning answers in seconds compared to hours and days.

In addition, bringing new data into an existing database from sources like enterprise data warehouses, ticker data, clickstream, and email archives can be extremely complex and time consuming. Access is often restricted. Time to load stretches out due to modeling and performance tuning requirements. ParAccel On Demand Integration modules streamline the process, bringing data right into the database during the actual query.

More traditional approaches to advanced analytics are often implemented for specific groups, resulting in multiple analytic silos across the organization. The Extensibility Framework enables a single analytic platform for analytics across the enterprise. This results in lower cost, greater collaboration, and impressive speed of delivery.

## On Demand Integration

ParAccel offers On Demand Integration modules for Teradata, Hadoop, FIX, and the New York Stock Exchange data. New modules can easily be built for other databases, images, video, audio, or any other kinds of binary files.

**Accelerate analytic iterations.** Inline access to vital data supports a rapid iteration model. Analysts bring data warehouse and other types of data into their workspace during the running of the query. This inline approach allows them to fine tune their analysis in minutes rather than days in a traditional model.

**Sustain competitive advantage.** Maintaining a competitive advantage depends on quicker access to new data sources. Whether its access to social media data through Hadoop or to semi-structured data like ticker data to understand how markets might impact your business in near real time, new sources of data will set you apart from the competition.

**Gain quick access to new data types and analytics.** The Extensibility Framework makes the development of new On Demand modules simple. As new data and analytics become available you can rapidly create your own On Demand modules, or work with ParAccel professional services to support your custom requirements.

## Integrated Analytics

ParAccel Integrated Analytics takes a library approach for the sharing of third-party functions and home grown advanced functions. All analytic functions run natively in the core database, giving them the highest performance possible.

**Speed time to analytic value.** Third-party support means you get access to 502 functions including mathematical, statistical, and data mining algorithms. Advanced functions include univariate, multivariate, and other supervised learning methods for data mining. By starting with a populated library of analytics you can cut precious time out of your delivery cycle.

**Increase the reuse of analytic functions.** Your analytic library becomes the storehouse for intellectual property. As you select the appropriate third-party functions and develop your own in house, all analysts and teams can leverage the work you've already done. Opportunity also exists for combining functions created by different parts of the business to increase the value of corporate analytics.

### ABOUT PARACCEL, INC.

ParAccel, Inc. is the proven leader in high performance analytics. Our software-only platform provides the best scalability and price-performance for the widest variety of analytics, unlocking the most value from all available data for both Operational and Discovery workloads.